

Healthy People Initiative

Vision: To reduce obesity and overweight in 0-18 year olds in Cass and Clay Counties by 10 percentage points by 2020

Mission: To transform our communities to promote active living and healthy eating

Healthy Child Care

What

The child care setting is ideal for promoting early development of healthy behaviors. Cass and Clay Counties have about 600 licensed child care providers, providing care to more than 9,000 children. The GoFar Childcare program provides education on physical activity and nutrition and incentives to providers for attending education sessions and achieving daily active living and healthy eating goals.

Why

- Children's fitness levels are low and obesity rates are high because of ADULT decision making!
- Emerging evidence suggests that as early as 21 months we can identify those at greatest risk.
- Physical activity education for child care staff has been rare. Neither ND nor MN requires it
- Food program meals and snacks are not required to meet specific nutrient-based standards like those for school lunch and breakfast meals.
- Many facilities watch TV.
 1. Screen time displaces physical activity, results in reduced metabolism and excess calorie intake, and increased consumption of high calorie, low nutrient foods advertised on television.
 2. Preschoolers who watch ≥ 2 hours of television per day are more likely to become overweight or obese.
- One in five children ages 2 to 5 years is already obese or overweight, doubling during the past three decades.
- 80% of children who are overweight between ages 10 and 15 become obese 25-year-olds. It is very difficult to change.

Projected/Expected results/measures.

- Reduce overweight and obesity for 0-5 year olds by 10 percentage points by 2020
- Improved BMI of children in participating child care centers/homes (maintain healthy weight)
- Increased amount of time spent in moderate to vigorous physical activity
- Increased percentage of providers attending physical activity and healthy eating courses and using them to complete the requirements for the Child Development Associate Credential
- Increase awareness of healthy living and improve knowledge, and behaviors, of providers and parents as measured by surveys of GoFar Childcare participants.

Healthy Schools

What

Schools participating in the school lunch and breakfast programs all have wellness policies. The Healthy People Initiative's efforts are to encourage and support local districts to develop model policies that translate to individual behavior change.

- There are approximately 25,000 K-12 students in the metro area's seven school districts.
- Wellness policies can help to increase access to healthful food, limit access to low nutrition food, and increase the amount of time children spend being physically active helping children achieve and maintain a healthy weight.

Why

- In Cass and Clay Counties there is an overall lack of strong policies.
- As of 2005, less than one-third of high school students met recommended levels of physical activity.
- When a child's nutritional needs are met, the child is more attentive in class and has better attendance and fewer disciplinary problems.
- Access to unhealthy snack foods is associated with higher intake of calories, soft drinks, total fat and saturated fat and a lower intake of fruits and vegetables, milk and key nutrients.
- School-aged children average greater than 150 calories of low-nutrient foods outside of the lunch and breakfast programs each day. Overweight and obesity could be prevented by reducing calories by 110 to 165 per day.
- Consumption of sugar-sweetened beverages among children and adolescents has increased dramatically since the 1970s and is associated with higher calorie intake and greater risk of obesity.

Projected/Expected results/measures

- Reduce overweight and obesity for 5-18 year olds by 10 percentage points by 2020
- Local school districts strengthen and fully implement their policies
- Strong snack standards will make healthy snacks more available while limiting access to unhealthy foods resulting in reduced consumption of unhealthy foods
- 100% of school districts within the metro area increase the strength of their wellness policy

Healthy Community

What

- Streets Alive, a large community event, will shine the light on behaviors that contribute to active living and healthy eating helping to inspire our community to make healthy changes
- Messaging campaign will educate about the magnitude of the problem and the costs of not acting now.
- Encourage local government and community-based organizations to establish nutrition standards consistent with the most recent Dietary Guidelines for Americans governing food sold in their facilities

Why

- 57% of Cass County and 60% of Clay County adults are overweight or obese.
- 1 in 4 ND and MN children are overweight or obese.
- Even moderate weight excess (10-20lbs.) increases the risk of premature death (20-40% more likely)
- More than 80% of Cass County residents do not regularly eat five servings of fruits and vegetables/day

Projected/Expected results/measures

- Behavioral Risk Factor Surveillance System and Youth Risk Behavior Survey measures indicate increased physical activity, improved nutrition, and reduction in overweight and obesity.
- 8,000 Streets Alive participants in 2011
- Strong nutrition standards will improve access to healthy foods resulting in reduced consumption of unhealthy foods.

10+ Years of Life

34,192 Seventh Day Adventists studied from 1976-1988

Years of life gained between high- and low-risk groups

Fruits and veggies	1.5 years	Exercise	2.45 years	Nuts	2.5 years
Obesity	1.75 years	Past Smoker	.85 years	Blood Pressure	3.7 years
Diabetes	6.6 years				